

Reaping the Benefits of AGOA

Caratex



Sub-Saharan apparel producers such as Caratex Botswana are enjoying the full benefit of the AGOA trade preference program. Even when it started in 1999, **Caratex** had big ambitions, and when AGOA went into effect, it presented an opportunity for Caratex to expand its export of knit-to-shape jerseys and sweaters to the United States and the European Union. USAID-funded Southern Africa Global Competitiveness Hub experts have guided Caratex through the AGOA certification process.

Caratex reported earnings of more than 6 million dollars in 2003 and anticipates they could reach at least 10 to 14 million dollars. As a consequence, **Caratex** has grown from employing 500 to around 1,300 people. With the launch of new business attire and jeans lines, Caratex anticipates that it will employ as many as 2,600 people.

Because of AGOA, a budding African company has significantly expanded its market and has moved on to global commerce stage.